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CT 3112 - PROFESSIONAL SKILLS - COMMUNICATION SKILLS

Workplace Communication and Behaviour – Effective Communication and Workplace Communication

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Effective Communication

Definition:

“Effective communication is the communication which produces intended or desired results”

"Effective communication is the process of exchanging information and ideas clearly, accurately, and in a timely manner”

It is a two-way process:

- How you convey a message so that it is received and understood
- How you listen



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Example of effective communication

Company: Johnson & Johnson

Person: former CEO of James Burke

Year: 1982

The problem:

Seven people died after taking Tylenol capsules with cyanide that were adulterated



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Example of effective communication

Communication actions:

Communicated openly and honestly with the public and took immediate action to address the crisis:

- Apologized
- Expressed sympathy for the victims and their families
- Assured the public that the company would take all necessary steps to ensure the safety of its products.
- Ordered a nationwide recall of Tylenol
- Offered a refund or exchange for any Tylenol products.



Example of effective communication

“Tylenol made a hero of Johnson & Johnson: The recall that started them all”

“James Burke, the company's chairman, was widely admired [...] for his forthrightness in dealing with the media”



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The New York Times

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Tylenol made a hero of Johnson & Johnson : The recall that started them all

Give this article



By Judith Rehak, International Herald Tribune

March 23, 2002

It has been almost two decades since a consumer products company's worst nightmare became tragic reality for Johnson & Johnson. In the space of a few days starting Sept. 29, 1982, seven people died in the Chicago area after taking cyanide-laced capsules of Extra-Strength Tylenol, the painkiller that was the drugmaker's best-selling product.

Marketers predicted that the Tylenol brand, which accounted for 17 percent of the company's net income in 1981, would never recover



Benefits

Effective communication enables us to:

- Understand a person or situation
- Improve teamwork
- Decision making
- Problem solving
- It enables you to communicate even negative or difficult messages without creating conflict or destroying trust



Qualities of Effective Communication:

- **Correctness**
- **Clarity**
- **Conciseness**
- **Completeness**
- **Consideration**
- **Concreteness**
- **Courtesy**



Correctness

Correctness in communication

- Boosts confidence
- Ensures a greater impact on the audience

For our communication to be correct:

- Free from grammatical errors
- Use appropriate and correct language
- Precise and accurate facts and figures



Clarity

Clarity in communication:

- Makes comprehension/understanding the message easier

For our communication to have clarity:

- Use of simple language
- Use of exact, appropriate and concrete words.



Conciseness

Conciseness in communication:

- What you want to convey in the least possible words
- Provides short and essential messages in limited words
- Saves the time of both the sender and the receiver.

For our communications to be concise:

- Avoid wordy expressions and repetition
- Brief and to the point sentences, including relevant material



Completeness

Completeness in communication:

- Better decision making
- Persuades the audience

For our communications to be complete:

- The message must have all the necessary information
- Take into account the receivers mind set and convey the message accordingly
- Answer all the questions with facts and figures – additional information



Consideration

Consideration in communication means:

- Putting yourself in the place of the receiver
- Ensuring self respect maintained and emotions unharmed

In order to be considerate in our communication:

- Needs/requirements of the audience
- Viewpoints, background, status etc.



Concreteness

Concreteness in communication:

- Reinforces confidence
- Cannot be misinterpreted

Being concrete means:

- Definite, vivid and specific
- Avoid abstract terms or ambiguous language



Courtesy

Courtesy in communication:

- Builds good will
- Strengthen relations

In order to be courteous:

- Polite, kind, appreciative, thoughtful, tactful
- Showing respect
- Avoid interrupting or talking over others



Workplace Communication

Definition:

Workplace communication is the transmitting of information between one person or group and another person or group in an organization



Example communication in the workplace

"Hey guys,

So, we've got this project that's due soon and I need you to all work on it. I don't really have time to explain it all but just do what you can, and we'll figure it out later. Oh, and by the way, there's a new policy in place but I haven't had time to read it myself so just wing it.

Thanks."



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Example bad communication in the workplace

- No clear instructions or guidance on what is expected
- No information
- No updates
- No clear explanation of the new policy
- Not encouraging employees to reach out with questions or concerns
- Lack of any gratitude or appreciation for their hard work and dedication
- Can lead to confusion, lack of productivity, and mistrust among employees.



Example good communication in the workplace

"Good morning, everyone,

I wanted to take a moment to update you all on the progress we've made on the Smith project. As you know, we've been working hard to meet our deadline, and I'm happy to report that we are on track to finish on time. I also want to remind you that our department meeting is scheduled for next Friday at 10am. During the meeting, we will be discussing the project in more detail and answering any questions you may have.

I also wanted to remind everyone about the new company policy regarding email communication. Going forward, we will be using a new platform for internal communication, which will help us to keep track of important information and stay organized. Please make sure to review the policy and familiarize yourself with the new platform.

Finally, I want to remind everyone that effective communication is key to our success. If you ever have any questions or concerns, please don't hesitate to reach out to me or any member of the management team.

Thank you all for your hard work and dedication. Let's keep up the good work!"



Example good communication in the workplace

- Provides updates on a specific project
- Reminds about an upcoming meeting
- Introduces a new company policy
- Encourages employees to reach out with questions or concerns
- Shows gratitude for employee's hard work



Relevance

Communication skills/workplace communication:

- Job performance
- Productivity
- Job satisfaction
- Reduce absenteeism/turnover



Put simply...

**How successful you are at communicating
will define how successful you are at
your job and in working with
people in your workplace.**



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Thank You



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